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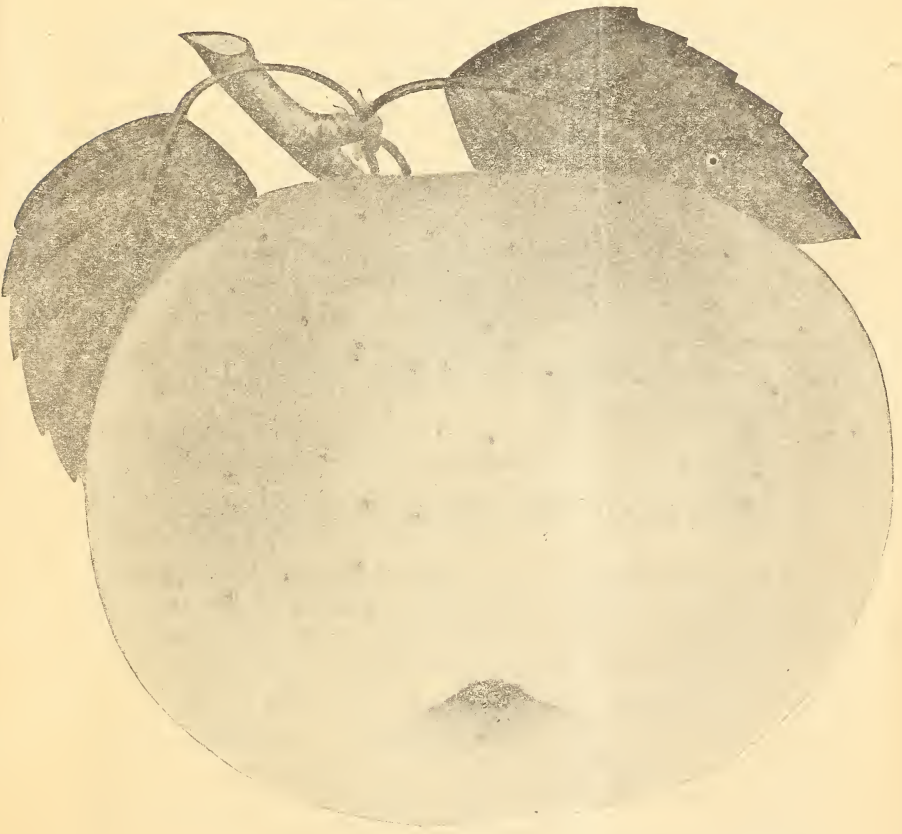
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THE BUCKEYE BEAUTY

A WONDERFUL APPLE

SOMETHING NEW



IDEAL NURSERY & ORCHARD CO.

SMITHVILLE, TENNESSEE

ANOTHER NEW AND WONDERFUL APPLE

THE BUCKEYE BEAUTY

IT IS WORTH ITS PLACE AND KEEPING ON ANY FARM, OR IN ANY LOT OR GARDEN. Of the great number of varieties of apples that have been brought into the nursery world, either by expert propagation or chance finding, there is none that can excel, and we feel safe in saying none that can equal the BUCKEYE BEAUTY in its proper locality.

We do not know that this will be a local apple. We deem it worth a trial anywhere. But since it originated in southern Ohio, so near the original home of the Rome Beauty, we feel perfectly safe in recommending it, and guaranteeing its qualities any where in the Rome Beauty Belt, which extends over Ohio, West Virginia, parts of Old Virginia and Kentucky.

ORIGIN OF THE BUCKEYE BEAUTY

The Buckeye Beauty Apple was first discovered on the farm of Clem C. Wilcox, in Galia County, Ohio, on Thanksgiving day, 1913, and might well have been called the THANKSGIVING APPLE, for the Horticultural world will always be thankful that this wonderful apple was discovered. This tree was standing alone in the forest, among nature's plantings. From what seed it sprang no one knows other than the great Architect of Nature. There have been various ideas and opinions about the variety of apple that the seed must have come from. Some try to connect it with GRIMES GOLDEN, but good authorities and fruit experts have abandoned the connection, and the final conclusion is "We do not know what it is," but it is WONDERFUL.

DESCRIPTION OF TREE

From all appearance the tree must have been a dozen or more years of age when first discovered, and the attractive feature of the discovery was the fine luscious apples under the tree, and yet some few on the TREE Thanksgiving Day.

The tree is a wonderfully strong grower, both in nursery and orchard, having a tendency upward. Does not branch so freely as some varieties, but branches grow to considerable length in one season. There have been twenty-five trees grafted from the original tree which are bearing. These trees take on a more attractive appearance than the original tree, not having been handicapped by the forest trees, as was the parent tree in its earlier years, and although it is not such a beautiful tree as those taken from it, it stands healthy and strong in appearance, as if only a half dozen years of age.

DESCRIPTION OF FRUIT

The apple ranges from medium to large, some of the specimens weighed from 10 to 14 ounces. One 14 ounce specimen measured only 9 1-2 inches in circumference, which shows the firmness and weight of the apple.

The color of the apple is a rich yellow, slightly blushed with red where exposed to the sun, sometimes dotted with small red dots.

The flesh of the apple is yellow at maturity, and becomes richer and higher colored as it ages in keeping.

The shape of the apple might be called round, or nearly so, some of them not quite so thick from stem to calix, as from side extremities.

The skin of the apple is moderately thin, but very tough and always very smooth, taking on a fine polish.

The core of the apple is unusually small and the flavor is mild sub-acid, with a peculiar satisfying lusciousness that is found in no other apple.

THE KEEPING QUALITIES

Are wonderful. They have been kept successfully until the middle of MAY in ORDINARY HOME STORAGE. This is not a COLD STORAGE APPLE as is the case with many other fine varieties, but can be kept by ordinary farm methods throughout the entire winter and up into late Spring.

ITS BEARING QUALITIES

Are unexcelled, it being an extremely late bloomer, a week to 10 days later than ROME BEAUTY in the same section, which is considered their latest bloomer and surest variety.

Since the discovery of this apple in 1913 there has never been a complete failure of fruit on the original tree.

OUR POSSESSION OF THIS VARIETY

In 1922 while traveling in Galia Co., Ohio, W. R. Underwood who is connected with us, heard of this apple and its owner. After carefully examining the apple and learning the true merits of it, and knowing it to be the best flavored apple he had ever found, he purchased one thousand scions. We grew about two thousand marketable trees from them, of which number most all, except our own planting, went back to the neighborhood from whence the scions came, and the supply was not sufficient for the demand. Through Mr. Underwood, we have now purchased the exclusive nursery right to this wonderful apple for a period of 25 years. We have registered this apple with the U. S. Horticultural Society. We mailed many samples of the apple to fruit growers in different sections of the country, also to State Entomologists in different States and the following are short sketches from some of them:

SKETCHES FROM LETTERS OF COMMENDATION

Dear Sirs: Same of apples received, and very much impressed with them, and especially the keeping qualities, color and flavor (which is wonderful), and if this apple will keep in ordinary storage as you say it will, it is bound to be a WINNER. You may enter my order for 1-2 dozen trees. Signed, W. E. Kunz, Signal Mountain, Tenn. (Mr. Kunz is a grower of fine fruits.)

Your letter received regarding the BUCKEYE BEAUTY, also the apples, but regret to say that the specimens were badly bruised in the mail. However we were able to get a fairly good idea as to the flavor and quality of the NEW AND WONDERFUL VARIETY.

It seemed to us very much the flavor of the NEW GOLDEN DELICIOUS. We could in no way connect it with GRIMES GOLDEN. It will evidently be highly favored by those who like A VERY MILD SUB-ACID APPLE. There is a demand for A YELLOW APPLE that can be grown, and kept successfully and it may be possible (and we trust it is) that the BUCKEYE BEAUTY WILL FILL THIS NEED. Signed, Richard Faxon, Chief of Division of Plant Industry, Columbus, Ohio.

Your sample of apples received. Mr. Pennington had previously told me of this new apple, and I was very glad indeed to have the opportunity of seeing one of them, and studying it, from the point of FLAVOR, SHAPE, TOUGHNESS OF SKIN, TEXTURE OF PULP, SIZE OF CORE, etc. The fruit is certainly WONDERFUL and a CHOICE ONE, I truly believe that you are taking the right steps in propagating it, and making it a specialty. Signed, G. M. Bentley, State Entomologist, Knoxville, Tenn.

Dear Sirs: The sample apples received. They are wonderful. I had Mrs. Pennington cook one of the apples. The cooking qualities are fine. I can truthfully say this is the best apple I have ever eaten. I have room for only two trees, let them be BUCKEYE BEAUTIES. Signed Chas. Pennington, Mercer, Tenn. (Mr. Pennington is a fruit man.)

CONCLUSIVE REMARKS

It is our desire to scatter the Buckeye Beauty Trees that we are growing this season in as many homes as possible. We do not wish to sell over one dozen trees to any one person, for we feel that the more people we can place them with now, the more customers we will have in the future when we are able to furnish in larger quantities. We especially invite our old customers to try this wonderful new variety. As we have served you well in our general line, and feel your appreciation of the same, we will now recommend what we sincerely believe to be the best we have ever offered.

OUR GUARANTEE

Should any of our stock die within three years from date of planting, we agree to replace same at one-half the purchase price, and we further agree and bind ourselves and our successors, that we will refund the purchase price with an additional forfeit of \$10.00 upon proper proof that any tree, bearing the label of the BUCKEYE BEAUTY, delivered under our tag and certificate, shall have born fruit other than is herein described. Respectfully,

IDEAL NURSERY & ORCHARD COMPANY

Smithville, Tenn.

TO THE TRADE

We also handle a complete line of Nursery Stock, consisting of Apple Trees in all the leading varieties; also Peaches in both Local and Commercial Orchard varieties; Plums, Pears, Cherries, Grapes and Berries of all kinds.

Orders of all sizes solicited and mail orders given prompt and special attention.

CATALOG SENT ON REQUEST

